Del Mar
Thoroughbred Club
P.O. BOX 700, DEL MAR, CALIFORNIA • 92014 • PHONE (714) 755-1141

April 12, 1982

Vincent J. Weiner, Manager
Special Promotion
Philip Morris, U.S.A.
100 Park Avenue
New York, New York 10017

Dear Mr. Weiner:

The Del Mar Thoroughbred Club again wishes to invite your firm to advertise in our 1982 Official Racing Program. We will be printing approximately 900,000 programs this year and the cost to you for the ad will be $5,000.00 for 43 days of racing. Per sample enclosed, the Marlboro ad will again appear on the back cover.

Thank you for your past participation and we look forward to your early approval of the 1982 advertising.

Sincerely,

R. J. O'Connor
Director of Administration

RJO/ctv
Enclosure

Racing Dates: July 21 thru September 8, 1982

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Source: https://www.industrydocuments.ucsf.edu/docs/sxnn0004